

FROM REP OCT23/12 18.2  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

SALES PRSN WA- CHERYL BLAIR

	CLASS: NATL.	LOCAL	REGIONAL
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DATE OCT23/12 18.21

**STA :**

CON CM

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
17	S	1135P-1205A	30		\$1,700.00	10/14	10/14	0		SUN	0
17	S	1135P-1205A	30		\$1,700.00	10/21	10/21	0		SUN	0
PROGRAM : NEWS											
24	A	1130P-1235A	30		\$1,700.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS											
ORD COM1: TIMG CHG											
ORD COM2: SPT ARE BOOKED- THX JEN											
THIS IS A MAKE-GOOD FOR OCT14 ON LINE-17 FOR 1 SPOT/WK											

REP HEADLINE# 6368307 TRF# 336335  
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET

FAX# 215 564 1103  
 HARRIS REPORT FROM REP

OCT23/12 18.2  
 \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
M1	OK'D	BUY#17	MISSED: SUN/1135P-1205A OFFER: SUN/1130P-1235A CMT: TIMG CHG CMT: SPT ARE BOOKED- THX JEN				OCT14		30S	\$1,700.00	(OCT19/12)	
							OCT14		30S	\$1,700.00	PLS ADVISE.	
OCT/12						36875.00						

CONTRACT TOTAL 36875.00  
 TOTAL SPOTS 46

251715  
 44

MARKET TOTALS \$127,155 WPXI 29% KDRA 34% WTAE 24% WPGH 13% CABL 0% WPCW 0% WPMY 0%  
 EST

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6368307 TRF# 336335  
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM STATION

OCT19/12 11.42  
\*\*\* WPXI-TV \*\*\*

ADV # 017034 ADV. NAME POLI/E VOGEL/R/SEN/PA

REP. # OFF. # 18 SALESMAN #

AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN WA- CHERYL BLAIR

DELAWARE, OH 43015

ORDER # CONTRACT # 6368307

CLASS: NATL. LOCAL REGIONAL

PRDCT ELDER VOGEL 10/10 EST#2884 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT10/12 OCT23/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT19/12 11.42

REP: TO JEN  
FR CHERYL  
OFFERS ADDED PER CARD  
M2 OK  
PLS CNF THANKS

STA: UPDATE M1

SON CM

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#17

MISSED: SUN/1135P-1205A  
OFFER: SUN/1130P-1235A  
CMT: TIMG CHG

OCT14 30S \$1,700.00 (OCT19/12)  
OCT14 30S \$1,700.00 PLS ADVISE.

CMT: SPT ARE BOOKED- THX JEN

M2 OK'D

BUY#12  
BUY#17

MISSED: SAT/600P-630P  
SUN/1135P-1205A  
OFFER: M-TU/500A-530A  
& M-TU/400A-430A  
& M-TU/430A-459A  
& M-TU/530A-600A

OCT13 30S \$625.00 (OCT18/12)  
OCT21 30S \$1,700.00  
OCT22 30S \$400.00 PLS ADVISE.  
OCT22 30S \$100.00  
OCT22 30S \$175.00  
OCT22 (3/WK) 30S \$550.00

CMT: OFFERS OK PER BUYER

CONTRACT TOTAL 36875.00  
TOTAL SPOTS 46